

Annual, Technical, Financial and Professional Reports

A Single-sided Title Page**Important Note!**


These sample page layouts are guides as to ***sequence and location for mandatory elements*** and are *not* meant to act as design or layout guides. Actual page design is left to the designers or authors.

**Mill Creek
Green River Subregional
Planning Area**

Volume 1
Grant No. 37289


May 2002

DRAFT


King County
Department of Natural Resources and Parks
Wastewater Treatment Division
King Street Center, KSC-TK-0415
Seattle, WA 98104-3856
206-296-7380 TTY Relay: 711
www.metrokc.gov/dnr

CS11000234

Alternate Formats Available
206-296-7380 TTY Relay: 711




B Title Page (with separate acknowledgment page)

**COMPREHENSIVE
ANNUAL
FINANCIAL
REPORT**

FOR THE FISCAL YEAR
JANUARY 1 THROUGH
DECEMBER 31, 2001

KING COUNTY
STATE OF WASHINGTON

DRAFT


King County
Department of Executive Services
Finance and Business
Operations Division

C Acknowledgment Page
(on back of title page or used as second page)

Prepared by:
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George B. Olson, CPA
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CS11000234

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Single-sided Title Page

Branding Requirement:

- KC logo with department and division name.
- Additional information as dictated by project parameters.

King County Logo Sizes:

- Stacked: 5/8" (min.) or
- Horizontal: 1-3/8" (min.)

Shown is a reduced version of 8-1/2" x 11" title page

Required Information
Sequence and Location

Typical Elements
Sequence and Location

1 King County logo
Department Name
Division Name
Program, Section
Other Information

4 Consultant(s)
No logos permitted
(see below)

5 Alternate Format

2 Recycled Logo

3 Union Logo

Title Block
May include text identity

Publication Date

Report Status

Professional Stamp(s)
or Official(s) Signatures


File Name, Number or Reference

Mill Creek
Green River Subregional
Planning Area

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1. **King County Logo and Agency Information:** Department, division, program or section, address, phone numbers, contacts, E-mail or Web site addresses, etc., as required by project mission.
2. **Recycled Paper** appears on the title page when the entire report is printed on recycled paper
3. **GCIU Union Logo:** appears on the title page when the entire report is printed in the King County print shop.

4. **Consultants Acknowledgement** (as needed):**Consultant's logos or symbols are not to be displayed on cover, title page or anywhere in the report!**

- First line reads: Prepared for King County
 - Second line reads: ...by ABC Associates, ...in collaboration with, ...in association with, ...in partnership with, etc.
- | | | |
|--------------------------|--------------------------|--------------------------|
| Prepared for King County | Prepared for King County | Prepared for King County |
| by ABC Associates | in collaboration with | in partnership with |
| | Ajax Engineering | Green Giant |

Note: Check with your department Public Information Officer for specific exemptions regarding consultants logos.

- **Other Acknowledgements** (as needed): Examples: ...designed by,printed by the King County print shop, etc.

5. **Alternate Formats Available:** Use graphic as shown with 14 pt Arial or Helvetica type, separator line (.5 pt.) and access numbers shown below. Required for external documents only.

Title Page used with acknowledgment Page

Branding Requirement:

- KC logo with department and division name.
- Additional information as dictated by project parameters.

King County Logo Sizes:

- Stacked: 5/8" (min.) or
- Horizontal: 1-3/8" (min.)

Comprehensive Annual Financial Report

For The Fiscal Year
January 1 Through
December 31, 2001

DRAFT

King County
Department of Executive Services
Finance and Business Operations Division

Prepared by:
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Donald W. Robinson, CPA
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1 King County logo
Department Name
Division Name
Program, Section
Other Information

2 Recycled Logo
3 Union Logo

4 Consultant(s)
No logos permitted
(see below)

5 Alternate Format

List of Staff or Authors

Contact Information

File Name or Document Number

Shown is a reduced version of 8-1/2" x 11" title page

1. **King County Logo and Agency Information:** Department, division, program or section, address, phone numbers, contacts, E-mail or Web site addresses, etc., as required by project mission.
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3. **GCIU Union Logo:** appears on the title page when the entire report is printed in the King County print shop.

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Prepared for King County
by ABC Associates

Prepared for King County
in collaboration with
Ajax Engineering

Prepared for King County
in partnership with
Green Giant

Note: Check with your department Public Information Officer for specific exemptions regarding consultants logos.

- **Other acknowledgments** (as needed): Examples: ...designed by,printed by the King County print shop, etc.

5. Alternate Formats Available: Use graphic as shown with 14 pt Arial or Helvetica type, separator line (.5 pt.) and access numbers shown below. Required for external documents only.

Displaying the King County Executive and other Official's Names

Branding Requirement:

- KC logo used with KC Executive
- Stacked: 1/2" (min.) or
- Horizontal: 1-15/16" (min.)

Page location may vary (see note below)

6 KC LogoAppear jointly with
the King County Executive**7 King County Executive**The King County Executive is
acknowledged in a report only if:

- it is high profile
- has extended shelf-life

8 List of Officials

King County

King County Executive
Ron Sims**King County Administrative Officer**
Department of Executive Services
Paul H. Tanaka**Financial Accounting Officer**
George B. Olson, CPA**Finance Manager**
Finance and Business Operations Division
Robert V. Cowan**Chief Accountant / Manager**
Financial Management Section
Connie L. Griffin

Appear jointly

*Prepared by:*Section Supervisor
Donald W. Robinson, CPA
Financial Accounting Officer
George B. Olson, CPAFinancial Accountants
Eddie M. Abellera
Loren R. Burt
Emmanuel F. Cristobal
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Maxine Reigel, CPA
Gayle Sreibers**Production Coordinator**
Mark Desmond*For comments or questions contact:*George B. Olson
King County Administration Building
500 Fourth Avenue, Room 653
Seattle, WA 98104-2337
206-296-7342 TTY Relay: 711
george.olson@metrokc.gov
www.metrokc.gov/financePrepared for King County
by CDR Environmental Consultants
in association with DEF

1000234

Alternate Formats Available

206-296-7380 TTY Relay: 711



6. King County Logo: A stacked or horizontal logo must always appear with the Executive's title and name.

7. King County Executive: Title and name appear when a report is a high profile project or has extended shelf-life. This title and name appears above all other officials and is always in first position. Check with your department Public Information Officer if more information is needed.

8. List of Officials: title(s) and name(s) as prescribed by management.

► **Note:** Displaying King County officials names and page location is on a per project basis and is dependent on input from managers, department PIO and in some cases input from the Executive Office.

Compact Discs & Digital Versatile Discs

Typical single color imprinted disc
with correct King County Identification



Note: Discs used in the promotion of county policies, projects and programs are required to display the correct branding and handwriting information on disc is *not permitted*. Using discs for project development and various uses within an agency does not require King County branding and handwriting can be used as a form of identification.

General Specifications

Type: Verdana for King County agency descriptions only.

CD or DVD Disc: Surfaces are available in unprinted, white and other colors (printable).

Printable Color: Black and full color.

Printing: Discs can be imprinted using special software

Union and Recycled Paper Logos: Not necessary

Note: using adhesive labels may cause jamming in CD carriages.

Avoid extremely glossy surfaces when possible.

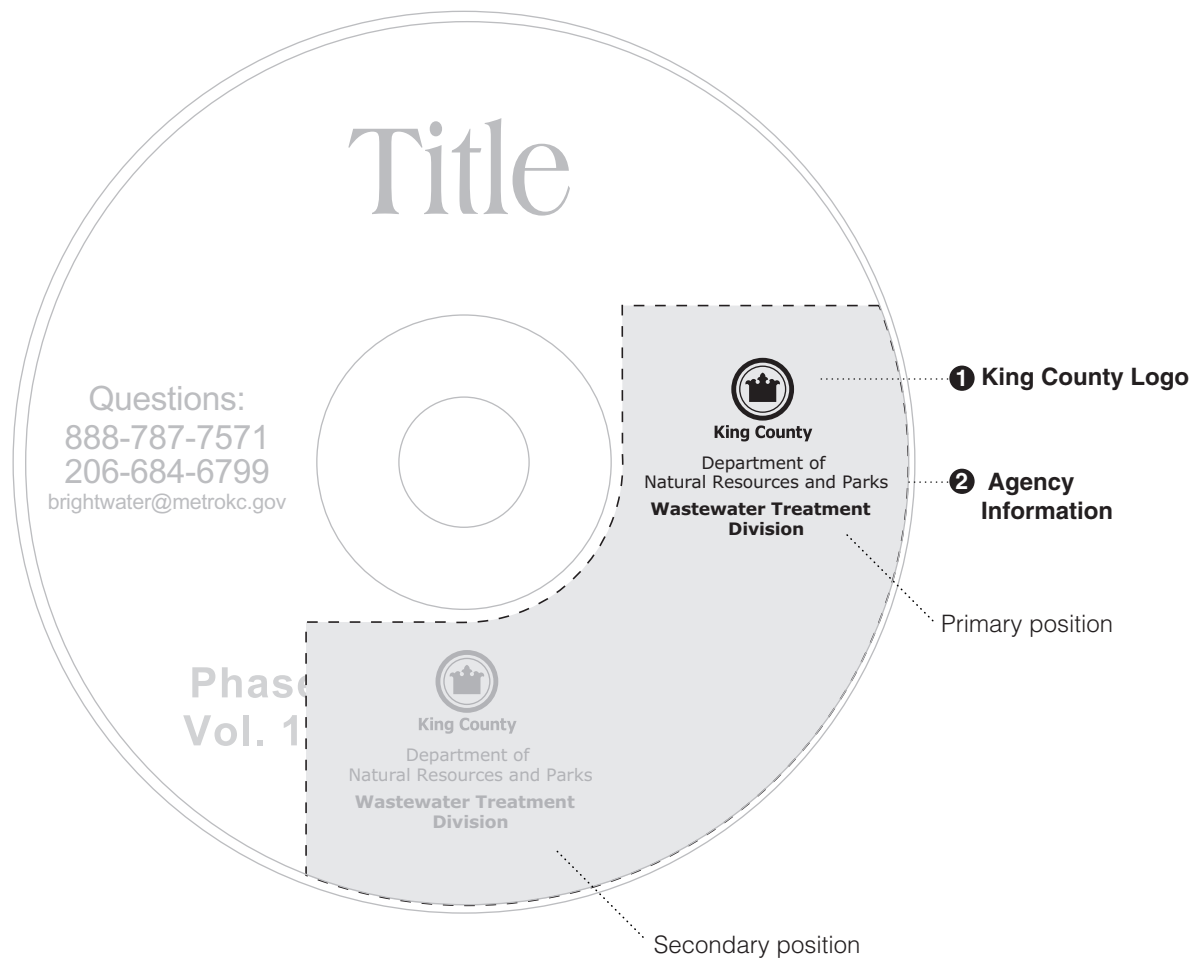
Information Layout for Plain-text CD/DVD

Branding Requirement

- Agency Information

Logo Requirement

- Stacked: 1/2" (min.) or
- Horizontal: 15/16" (min.)

Correctly branded and imprinted disc

1. King County logo: The King County logo must appear in the area shown in either stacked or horizontal format and in the minimum sizes stated above. Clearspace and color requirements must be followed. Refer to pages 2.1.0 - 2.3.0 for more information.

Exempted Logos: Metro Transit Division, King County International Airport and Public Health – Seattle & King County all use officially exempted logos to replace the King County logo. Please refer to their respective sections for detailed information.

2. Agency Information: Must show on disc and accompany the King County logo. No more than 2 levels.

- a.) **Department:** primary agency
Division: sub-level of a department
or
- b.) **Division:** sub-level of a department
Project, Program or Section: sub-level of a division

Agency information is displayed in the same color as the King County logo

Layouts Requiring Graphics

Half-Graphic



Half-Graphic CD/DVD Layout

This version is for projects where branding or conveying a visual image becomes important. Using the top portion of the disc for color background, photo image or graphics to help convey the message (text or video) while using the bottom part of the disc to convey King County branding, and other specific project information using black or colored text over a white or colored printable surface. Full color printing available.



Full Graphic

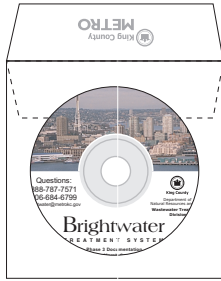


Full-Graphic CD/DVD Layout

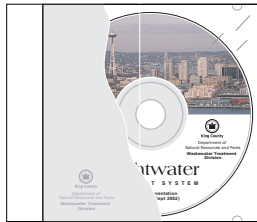
The full color imprinted disc is for those instances when you want to convey a major visual impact for your project. The visual look will rival that of mass produced private sector discs. Please refer to section 2.3.0 for more information on color and contrast.



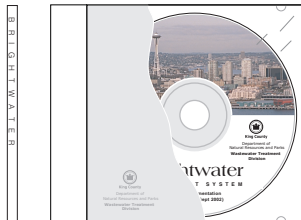
Branding on CD/DVD Packaging

**1. Paper Envelope**

Transparent window
and printable flap

**2. Slim Case**

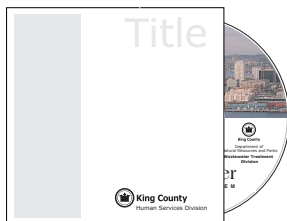
Transparent case or
optional printed insert (1)

**3. Jewel Case**

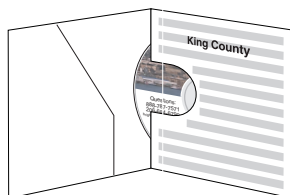
Transparent case or
optional printed inserts (2)

**4. Clam Shell**

Clear and semi-transparent case
with label option)

**5. Cardboard Sleeve**

Can be labeled or preprinted

**6. Album Style with Sleeve**

Maximum cost and timeline

**Branding Requirement**

- Same as for brochures—See Page 5.1.1

King County Logo Requirement

- Stacked: 1/2" (min.) or
- Horizontal: 15/16" (min.)

CD/DVD Packaging and Branding**1. Paper Envelope**

- Minimal cost
- White envelope with flap and transparent window
- Graphics can be printed on flap

2. Slim Case

- Three times the cost of paper envelopes
- Clear plastic case with door (susceptible to breakage)
- Graphics insert on front only (can be printed 2 sides)

3. Jewel Case

- Twice the cost of paper envelopes
- Additional cost of printing inserts (front and/or back)
- Clear plastic case with door—susceptible to breakage
- Graphics can be printed on Insert(s) or edges (2)

4. Clam Shell

- Three times the cost of paper envelopes
- Clear or frosted molded plastic case—the most durable
- Graphics imprinted on disc—some visibility through case
- Label option for outside case

5. Cardboard Sleeve

- Additional cost of printing sleeve (front and/or back)
- Graphics printed on sleeve surfaces

6. Panels with CD Sleeve

- Most expensive option
- Additional cost of printing panels (front, back & inside)
- Graphics printed on panel surfaces.

King County Logo and Agency Branding

Branding requirements for CD/DVD packaging are similar to the same guidelines as those used for brochures with the exception of eliminating branding of the interior panels.

If the name of section, program or a subject title appears on the insert or folder as a title, then the King County logo should appear with the division name in the upper or lower 20% of the front panel.

If the name of the division introduces the title of the insert or folder, then the King County logo should appear with the department name in the upper or lower 20% of the front panel.

If the name of a department introduces the title of the insert or folder, then the King County logo should appear by itself in the upper or lower 20% of the front panel.

Due to limited printing space, interior panels can be exempted from King County branding.

Exempted Logo Display

Metro Transit Division, Public Health – Seattle & King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

Partnership Branding

Please call the King County Graphic Design and Production Services at 206-205-8550 for details.

Branding Requirements at a Glance

Important Note!

These sample page layouts are guides to

show mandatory elements and are *not*

meant to act as design or layout guides.

Actual page design is left to the designers

or authors.

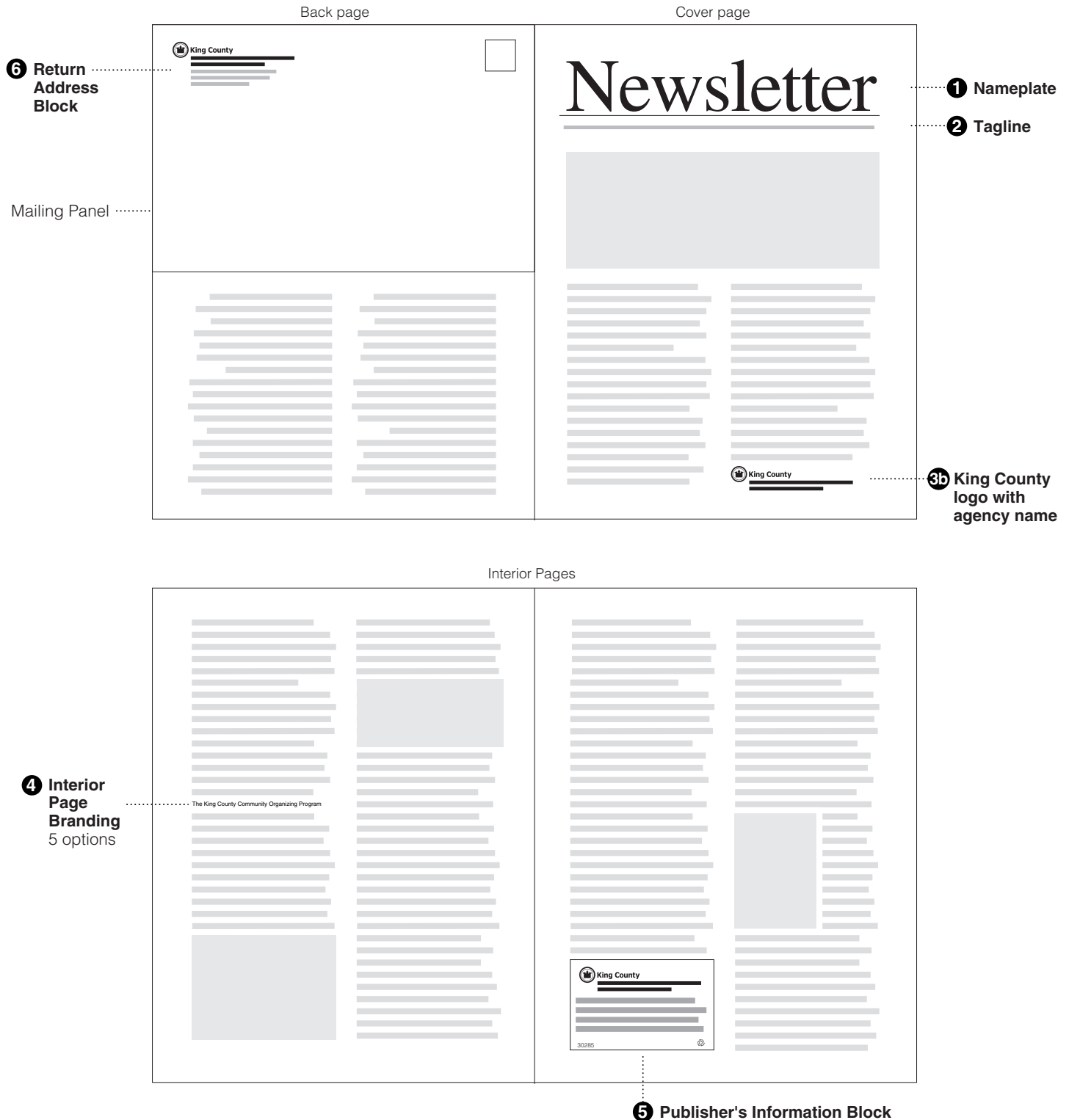
Reduced version of a 4-page (8.5" x 11) newsletter

Branding Requirements

1. Nameplate
2. Tagline
4. Interior Page Branding
5. Publisher's Information Panel
6. Return Address Block on Mailing Panel (if used)

Logo Requirements

See following pages
for branding requirements
of each group



Cover Page

Branding Requirement

1. Nameplate
2. Tag line
3. King County logo

Logo Requirement

- Stacked: 5/8" (min.) or
- Horizontal: 1-3/8" (min.)



1. Nameplate: The name or title of the newsletter. This graphic should be considered in one of two ways; as a piece of artwork or as a text identity.

Artwork: Type and/or decorative elements combined to form the title only (not an identity)

- Cannot be used as a logo or identity for the program or project in other parts of the newsletter or on other publications or visual presentations.
- Cannot be used at small scale.
- Cannot be used as a repeatable design element.
- Must be spelled out in word form when used within blocks of text.

Text Identity: Using an existing Text Identity or newly created Text Identity for the title. See Section 6.0.0

- Can be used as an identity for the program or project in other parts of the newsletter or on other publications or visual presentations.
- Can be used at small scale.
- Can be used as a repeatable design element.
- Must be spelled out in word form when used within blocks of text.

2. Tagline (one line): Introduces or summarizes the purpose or mission of the newsletter. If possible, the name of the initiating agency should be included in this statement. In some instances, the name of the agency may be all that is displayed.

3. King County logo: Two options for placement are available;

- a) The King County logo can appear in the nameplate area (top 20% of page) without agency name or,
- b) The King County logo can appear elsewhere on the front page but must be accompanied by an agency description similarly outlined for Report Covers. See page 5.1.0. A typical location is bottom lower right.

Note: The King County logo can appear in either stacked or horizontal format and in the minimum sizes stated above. Its placement should make good design sense and follow the clearspace and color requirements as outlined on pages 2.0.0 - 2.3.0.

Exempted Logos: Metro Transit Division, King County International Airport and Public Health – Seattle & King County all use officially exempted logos to replace the King County logo. Please refer to the respective sections for detailed information.

Partnership Newsletters: In certain situations, as in WRIA newsletters, protocol dictates that the King County logo should not appear in the nameplate or elsewhere in the newsletter. For other partnership questions please call King County Graphic Design and Production at 206-205-8550.

Interior Pages

Branding Requirement

- King County program or agency mentioned at least once per page

Logo Requirement (optional)

The words “King County” and the “program or agency” are mentioned at least once per page. Choose one option only!

**4. King County Agency Reference**

The words “King County” and the “program or agency” are mentioned at least *once per page*. This can be accomplished in *one* of the following ways:

- a) in the body of the text or
- b) in a headline or
- c) by using a footer or header, eg., “King County Community Organizing Program.” or
- d) displaying a King County logo with the agency *once* on a two page flat or
- e) other options, eg., a Publisher's Information Block.

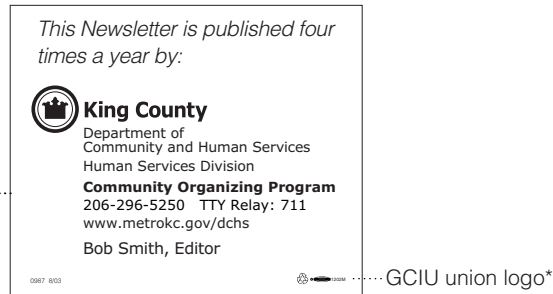
Note: This form of branding is required in the event of reproducing a page out of the context to the rest of the document. In this way King County (and the authoring agency or program) are always represented.

Partnership Newsletters: In certain situations, as in WRIA newsletters, protocol dictates that the King County logo should not appear on the interior pages or elsewhere in the newsletter.

Publisher's Information Block

Sample

5



Branding Requirement

- Complete agency description

Logo Requirement

- Stacked: 11/16" (min.) or
- Horizontal: 1-3/8" (min.)

5. Publishers Information Block

This panel provides a consistent place and format for users to identify the publishers of the newsletter, show contact information, display accessible materials and other information about the newsletter and its contents. *The King County logo and complete agency reference are required in this area.* Location generally depends on layout considerations with the back page of a non-mailer or the last interior page considered typical locations. If contact phone number(s) and Web site address(es) have not been placed elsewhere in the newsletter, then they should be included in this location.

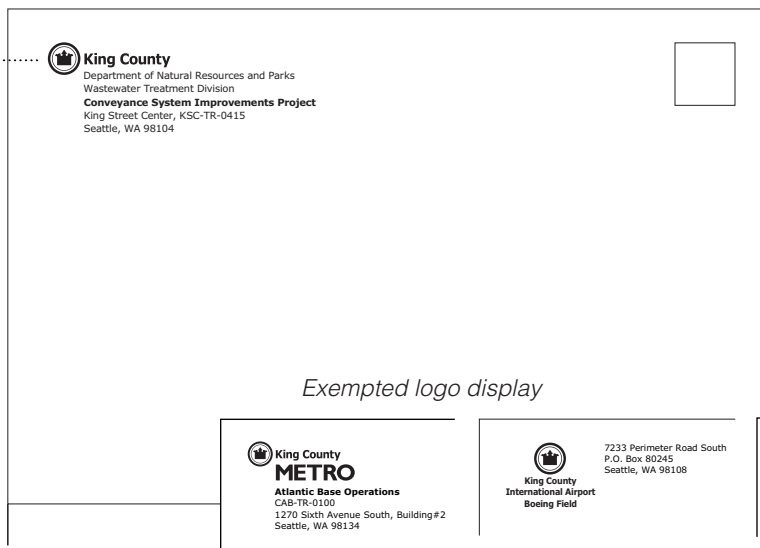
File Number and Recycled Paper Logo: All newsletters are required to display these elements.

***GCIU Union Logo:** If this publication is printed in the King County Printshop, the GCIU logo is required to be displayed. This logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services. This logo will be placed at the smallest scale in a least intrusive location.

► **Note:** The Recycled Paper logo and the GCIU union logo may be placed simultaneously as indicated above.

Mailing Panel (if needed)

5 Return Address Block



Branding Requirement

- Return address block

Logo Requirement

- Stacked: 11/16" (min.) or
- Horizontal: 1-3/8" (min.)

5. Return Address Block

- **King County logo:** must appear with the return address block in either stacked or vertical format and in the minimum sizes stated above.
- **Agency:** one line, the primary agency represented: division, office or program
- **Sub-Agency:** program, section, etc., initiating correspondence
- **Address (line 1):** building number, street name (spelled out), room number or suite (if needed)
- **Address (line 2):** city, WA (not spelled out), ZIP code without 4-digit ZIP extension on return addresses (per U.S.P.O.)

Avoid abbreviations, spell out all words. Return address blocks are printed in black or reverse.